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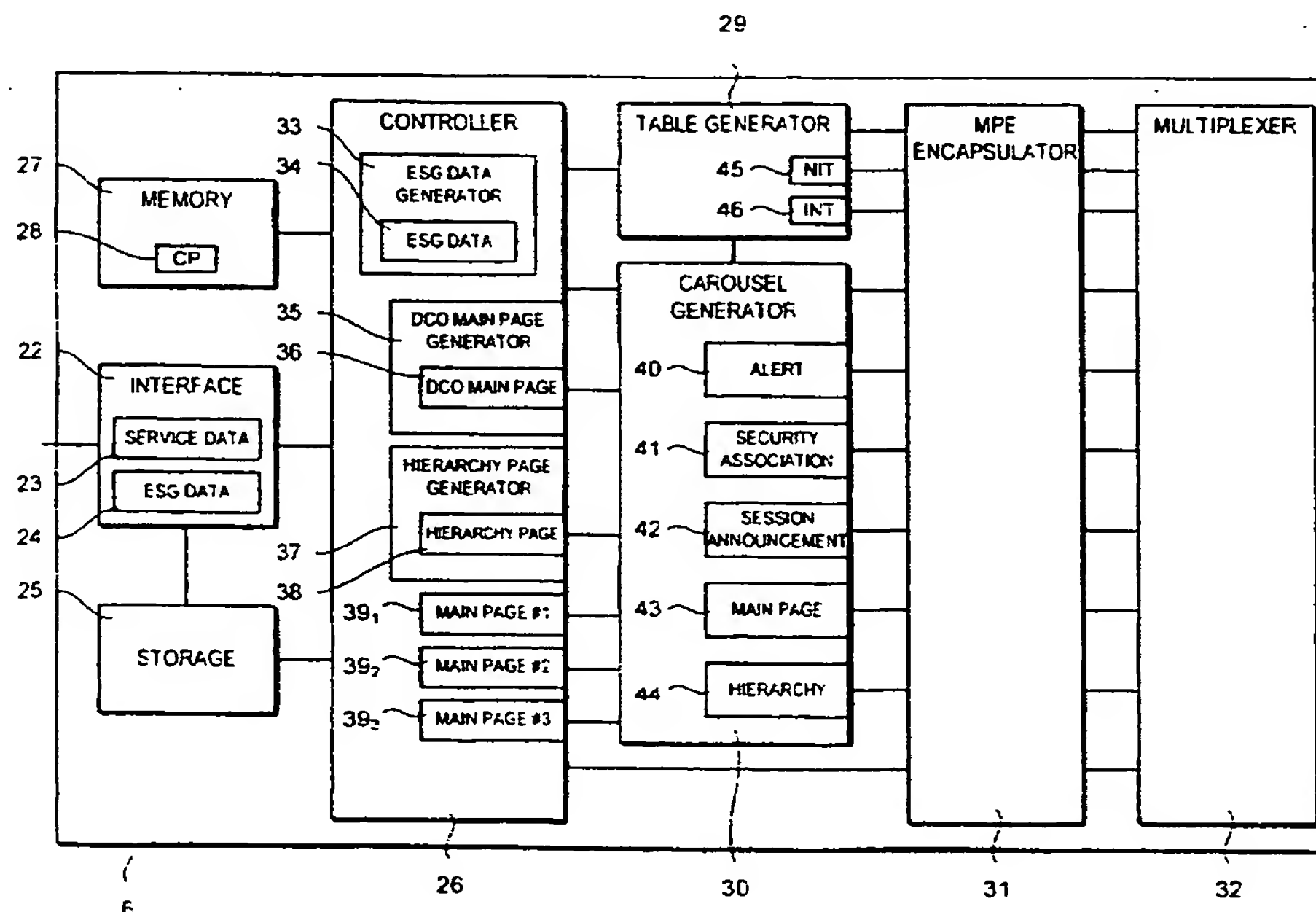
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(54) Title: **DATACASTING**



(57) Abstract: A datacast operator's main page (36) is transmitted to receivers. The datacast operator's main page (36) may include links to services and include information specific to the datacast operator and the network area it serves.



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